



THE CITY OF SAN DIEGO

Public Library

FOR IMMEDIATE RELEASE
Wednesday, October 12, 2004

CONTACT: Leslie Simmons
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Free Marketing Workshop to be Held at Central Library

SAN DIEGO – The City of San Diego Public Library will host a free workshop titled “Marketing Tools That Get Results.” The workshop will cover the preliminaries to advertising: creating a business identity and analyzing your target market. It will also cover the design and use of a range of print materials (business cards, brochures, newsletters), show how and where to use magazine and newspaper advertising, and provide information on how to use direct mail advertising. This talk will feature sources from the Business Resources Reference Collection in the Social Sciences Section of the Central Library.

The workshop will be held on Wednesday, Nov. 3, from 6 to 8 p.m., in the third floor auditorium of the Central Library, located at 820 E St., in downtown San Diego. The workshop will be conducted by marketing consultant Chris Cavanaugh, president of The Christopher Company.

To register, or for more information, please contact Business Resources & Technology Link at the Social Sciences section of the San Diego Public Library at (619) 238-6630, email businesslink@sandiego.gov, or visit <http://sandiego.gov/public-library/services/businessstech.shtml> .

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<http://www.sandiego.gov/public-library/>